

**In the Claims:**

1-38. (Cancelled).

39. (Currently Amended) ~~The method of claim 38 further comprising~~ A method of operating a server to provide a customized broadcast comprising:

maintaining a user profile including information relating to a preference of a user associated with the user profile;

maintaining a user listening history comprising a list identifying at least a portion of a plurality of broadcast elements previously transmitted to [[the]] a user device, and wherein automatically selecting the broadcast elements is;

without selection from the user device, automatically selecting a plurality of broadcast elements comprising a song broadcast element and an advertising broadcast element based on the user profile and the user listening history; and

transmitting the plurality of broadcast elements to the user device.

40. (Currently Amended) The method of ~~claim 38~~ claim 39 wherein the plurality of broadcast elements further comprise a weather broadcast element.

41. (Currently Amended) The method of ~~claim 38~~ claim 39 further comprising modifying the information in the user profile based on the plurality of broadcast elements that are selected automatically.

42. (Currently Amended) The method of ~~claim 38~~ claim 39 further comprising:

without selection from the user device, automatically selecting an alert broadcast element selected from a group consisting of a weather alert broadcast element, a traffic alert broadcast element, and a stock price alert broadcast element based on the user profile;

halting transmission of one of the plurality of broadcast elements to the user device prior to completion of the transmission of the one of the plurality of broadcast elements; and

transmitting the alert broadcast element to the user device while the transmission of the one of the plurality of broadcast elements is halted.

43. (Currently Amended) The method of ~~claim 38~~ claim 39 wherein the user profile includes information indicating a preference of a frequency of selection and transmission of a plurality of types of broadcast elements.

44. (Currently Amended) The method of ~~claim 38~~ claim 39 wherein the plurality of broadcast elements further comprise a personalized broadcast element that includes a reference to a name of [[a]] the user associated with the user device.

45. (Currently Amended) The method of ~~claim 38~~ claim 39 further comprising iteratively repeating without selection from the user device, automatically selecting and transmitting the plurality of broadcast elements to the user device.

46. (Currently Amended) The method of ~~claim 38~~ claim 39 wherein the plurality of broadcast elements are sequentially transmitted to the user device.

47. (Currently Amended) The method of ~~claim 38~~ claim 39 wherein automatically selecting the plurality of broadcast elements further comprises selecting a disc jockey introduction broadcast element, and mixing the disc jockey introduction broadcast element with the song broadcast element wherein the song broadcast element includes the disc jockey introduction broadcast element.

48. (Cancelled)

49. (Currently Amended) ~~The server of claim 48 wherein the processor is further adapted to:~~  
A server for providing a customized broadcast comprising:

a network interface for communicating with a network; and

a processor adapted to:

maintain a user profile including information relating to a preference of a user associated with the user profile;

maintain a user listening history comprising a list identifying at least a portion of a plurality of broadcast elements previously transmitted to [[the]] a user device; and  
wherein the plurality of broadcast elements are automatically selected;  
without selection from the user device, automatically select a plurality of broadcast elements comprising a song broadcast element and an advertising broadcast element based on the user profile and the user listening history; and  
transmit the plurality of broadcast elements to the user device.

50. (Currently Amended) The server of ~~claim 48~~ claim 49 wherein the plurality of broadcast elements further comprise a weather broadcast element.

51. (Currently Amended) The server of ~~claim 48~~ claim 49 wherein the processor is further adapted to:

without selection from the user device automatically select an alert broadcast element selected from a group consisting of a weather alert broadcast element, a traffic alert broadcast element, and a stock price alert broadcast element based on the user profile;

halt transmission of one of the plurality of broadcast elements to the user device prior to completion of the transmission of the one of the plurality of broadcast elements; and

transmit the alert broadcast element to the user device while the transmission of the one of the plurality of broadcast elements is halted.

52. (Currently Amended) The server of ~~claim 48~~ claim 49 wherein the user profile includes information indicating a preference of a frequency of selection and transmission of a plurality of types of broadcast elements.

53. (Currently Amended) The server of ~~claim 48~~ claim 49 wherein the plurality of broadcast elements further comprise a personalized broadcast element that includes a reference to a name of [[a]] the user associated with the user device.

54. (Cancelled)

55. (Currently Amended) ~~The computer usable medium of claim 54 wherein the computer-readable instructions stored thereon for execution by the processor to perform the method further comprises: A computer-usable medium having computer-readable instructions stored thereon for execution by a processor to perform a method comprising:~~

maintaining a user profile including information relating to a preference of a user associated with the user profile;

maintaining a user listening history comprising a list identifying at least a portion of a plurality of broadcast elements previously transmitted to [[the]] a user device, ~~and wherein automatically selecting the plurality of broadcast elements is;~~

without selection from the user device, automatically selecting a plurality of broadcast elements comprising a song broadcast element and an advertising broadcast element based on the user profile and the user listening history; ~~and~~

transmitting the plurality of broadcast elements to the user device.

56. (Currently Amended) The computer-usable medium of ~~claim 54~~ claim 55 wherein the plurality of broadcast elements further comprise a weather broadcast element.

57. (Currently Amended) The computer-usable medium of ~~claim 54~~ claim 55 wherein the computer-readable instructions stored thereon for execution by the processor to perform the method further comprises modifying the information in the user profile based on the plurality of broadcast elements that are selected automatically.